

Message Text

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PAGE 01 STATE 017325
ORIGIN COME-00

INFO OCT-01 AS-01 NEA-10 ISO-00 EB-08 /020 R

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APPROVED BY NEA/IAI:WBSMITHII
COM/BIC/CAGNE/PBHALE
COM/BIC/CAGNE/MSMITH
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NEA/IAI:XVUNOVIC
NEA/RA:DTMORRISON
--/OCA:SHARRIS

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R 260134Z JAN 77
FM SECSTATE WASHDC
TO AMEMBASSY TEL AVIV

UNCLAS STATE 017325

E.O. 11652: N/A

TAGS: BEXP, IS

SUBJECT: FY-1978 COUNTRY COMMERCIAL PROGRAM - ISRAEL

REF: (A) TEL AVIV 2497 (1976); (B) STATE 292385 (1976);
(C) TEL AVIV 7264 (1976); (D) TEL AVIV A-231, 12/2/76

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO
THE PRELIMINARY FY-1978 CCP INPUTS SUBMITTED BY POST IN
REFTEL (A) IN RESPONSE TO STATE 54879 AND ARE PROVIDED AS
GUIDANCE TO ASSIST POST IN FORMULATING ITS DRAFT CONTRIBU-
TION TO FY-1978 PROGRAM.

2. AFTER COMPARING CAMPAIGN THEME RECOMMENDATIONS SUBMITTED
IN REFTEL (A) WITH SHOW AND SELL BUSINESS OPPORTUNITY SPIN-
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OFFS RECOMMENDED BY POST IN REFTEL (C) AND WITH BEST PROS-
PECTS LIST (REFAIR), USDOC SUGGESTS CERTAIN AMENDMENTS IN
POST'S INITIAL 1978 SUBMISSION. CAMPAIGNS WOULD REPRESENT
AMIX OF SHOW AND SELL (S AND S), BUSINESS OPPORTUNITY
SPIN-OFFS MINI-TRADE CENTER SHOWS LOCALLY RECRUITED BY
POST, USDOC TRADE MISSIONS, AND NON-EVENT CAMPAIGNS.

3. CAMPAIGN NO. 1, COMPUTERS AND RELATED EQUIPMENT: WITH POST CONCURRENCE, USDOC WOULD UNDERTAKE TO SPIN OFF PARTICIPANTS FROM STOCKHOLM TRADE CENTER SHOW ON COMPUTERS

AND RELATED EQUIPMENT SCHEDULED FOR OCTOBER 10-13, 1977. AFTER STOCKHOLM TRADE CENTER PARTICIPANTS WILL EXHIBIT AT "SYSTEMS '77" IN MUNICH, OCTOBER 17-21, 1977. S AND S TO ISRAEL WOULD FOLLOW. POST RANKED THEME AS FOURTH PRIORITY PRODUCT CATEGORY IN REPAIR.

4. CAMPAIGN NO. 2, ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT: WITH POST CONCURRENCE, USDOC WOULD UNDERTAKE TO SPIN OFF PARTICIPANTS FROM "PRODUCTRONICA" IN MUNICH, NOVEMBER 22-26, 1977, FOR S AND S TO ISRAEL. THEME WAS RANKED AS SECOND PRODUCT PRIORITY BY POST IN REPAIR.

5. CAMPAIGN NO. 3, PROCESS CONTROL INSTRUMENTS: WITH POST CONCURRENCE, USDOC WILL SPIN OFF PARTICIPANTS FOR S AND S TO ISRAEL FROM PROCESS CONTROL INSTRUMENTS SHOW AT PARIS TRADE CENTER SCHEDULED FOR JANUARY 1978. PRODUCT PRIORITY WAS SEVENTH-RANKED IN REPAIR.

6. CAMPAIGN NO. 4, MEDICAL EQUIPMENT: USDOC WILL ORGANIZE, RECRUIT, AND LEAD TO ISRAEL A SPECIALIZED TRADE MISSION ON THIS THEME IN JANUARY 1978. MISSION IS ALSO SCHEDULED TO VISIT IRAN.

7. CAMPAIGN NO. 5, EQUIPMENT FOR THE HANDICAPPED: WITH UNCLASSIFIED

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POST CONCURRENCE, USDOC WILL SPIN OFF PARTICIPANTS FOR S AND S TO ISRAEL FROM FEBRUARY 1978 PARIS TRADE CENTER SHOW OF EQUIPMENT FOR THE HANDICAPPED AS RECOMMENDED IN REFTEL (A).

8. CAMPAIGN NO. 6, PRINTING AND GRAPHIC ARTS EQUIPMENT: WITH POST CONCURRENCE, USDOC WILL SPIN OFF PARTICIPANTS IN THE PRINTING AND GRAPHIC ARTS EQUIPMENT SHOW, MILAN OFF-SITE, MARCH 1978. THEME ORIGINALLY SUGGESTED BY POST IN REFTEL (A).

9. CAMPAIGN NO. 7, ENERGY AND POWER: POST WILL UNDERTAKE TO ORGANIZE AND RECRUIT FROM LOCAL REPRESENTATIVES OF U.S. FIRMS A MINI-TRADE CENTER SHOW ON THIS THEME, UTILIZING MERO SYSTEM. THEME WAS RECOMMENDED BY POST IN REFTEL (A).

10. CAMPAIGN NO. 8, COMMUNICATIONS AND TELECOMMUNICATIONS EQUIPMENT: POST WILL UNDERTAKE TO IDENTIFY TOPS AND ADS LEADS AND TO SHOW USIS FILMS AND USIS VTRS TO PROSPECTIVE

BUYERS FROM ISRAEL'S COMMUNICATIONS AND TELECOMMUNICATIONS EQUIPMENT SECTORS. THEME WAS GIVEN HIGH PRIORITY BY POST IN REFTEL (A).

11. USDOC RECOMMENDS THAT POST DROP OFFICE EQUIPMENT THEME RECOMMENDED BY POST IN INITIAL SUBMISSION PER REFTEL (A).

S AND S SPIN OFF FROM TEHRAN TRADE CENTER SHOW ON THEME VISITED ISRAEL OCTOBER 1976. ISRAEL IS ALSO CONDUCTING AN INTERNATIONAL TRADE FAIR ON THIS THEME, "EXHIBITION OF OFFICE EFFICIENCY- '77, " IN JERUSALEM MAY 31 - JUNE 6, 1977. (AT REQUEST OF JERUSALEM CONSULATE AND POST, USDOC IS PUBLICIZING THIS EVENT TO U.S. BUSINESS COMMUNITY.) USDOC BELIEVES ADDITIONAL ACTION ON THIS THEME IN FY-1978 WOULD BE REDUNDANT.

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12. USDOC AGREES THAT HIGH PRIORITIES SHOULD BE ASSIGNED IN FY-1978 CCP TO ROUTINE NONCAMPAIGN ACTIVITIES SUCH AS BUSINESS SERVICES, FOREIGN BUYERS PROGRAM, AND COMMERCIAL

NEWSLETTER. USDOC COMMENDS POST FOR RESUMING NEWSLETTER AND PARTICULARLY COMMENDS QUALITY OF SEPTEMBER 1976 ISSUE.

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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
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Handling Restrictions: n/a
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